LEO BURNETT U.S.A.
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You heard about our breakthrough vending study at NAMA, now you can put the results to work.

Loading by local share-of-market is the first step, followed by "fine tuning" each machine's load plan to match customer demographics for each location.

Extensive, on-location study proved that this kind of load plan produced an average 7% increase in sales.

The new Philip Morris-sponsored Nielsen Vending Service simplifies brand allowance reporting, while eliminating invoice inaccuracies. And also allows the most profitable share-of-market load plan because it requires only three Philip Morris brands per machine.

The new Philip Morris Vending Program . . . there's never been anything like it before. But don't take our word for it.

Make us prove that it works.

Call for your Philip Morris rep!

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A PROFIT MANAGEMENT SERVICE FROM PHILIP MORRIS U.S.A.

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